

“Giving to Get: Annual Fundraising Campaigns & Stewardship”
Johnson County Nonprofit Alliance
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Please turn your cameras on!

Who is in the room?

- An executive director
- Program staff
- Development staff
- Board member
- Other type of volunteer
- Operations and/or administrative staff
- ??



How many years have you been fundraising?

- Less than a year
- 1-2 years
- 2-5 years
- 5+ years



In the chat please let us know

What brings you here today//what do you hope to learn?



A little about me...

Reluctant to accidental to full-blown fundraiser!



We are all a bit apprehensive these days

- Covid dollars are gone
- Priorities keep changing (DEI)
- A lot of funding seems unstable
- AI
- Election year



By the end of this presentation, I hope

Think

- You have agency
- You are capable

Do

- Leave with a list of ideas/strategies
- Make at least one call/send at least one email as a result of being here

Feel

- Empowered and inspired
- Armed with knowledge



What you already know

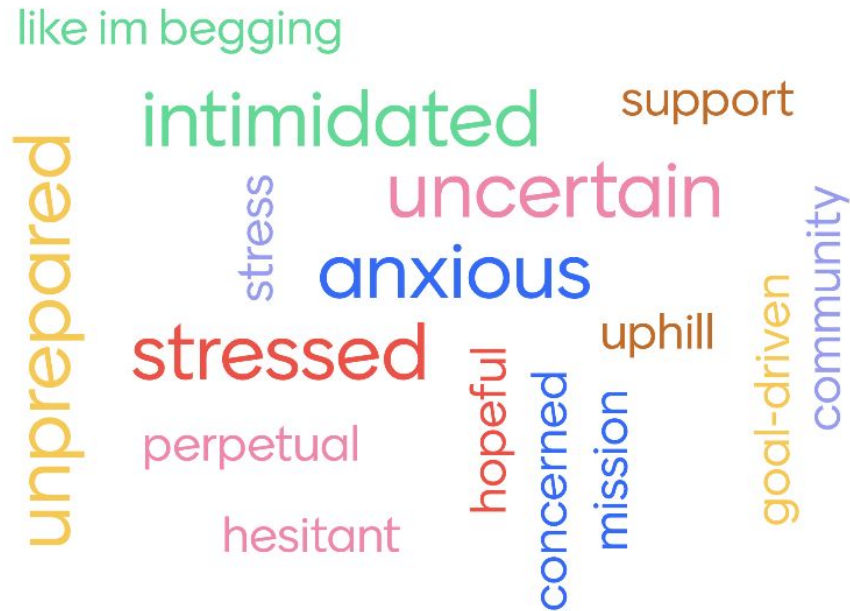
- Decline in donor numbers¹
- Increase in expenses
- Shortage of staff + burnout
- Competition amongst many orgs for same dollars

¹<https://givingusa.org/8-strategies-to-overcome-2024s-biggest-fundraising-challenges/>

Systemically

- Increased need
- Decreased resources
- Increase in expenses
- Decrease in stability

What some people feel when they hear “fundraising”



Why we may have not embraced this before...

- The idea of “fundraising” feels awful
- Fear of rejection or anger when people say no
- Taking it personally when someone says no or ghosts you
- “The work should speak for itself”
- Scared I don’t know how to do it “the right way”
- Uncomfortable with moments of silence
- Funders want us to collaborate and it feels forced
- I’m not good at this/I don’t have much to offer



What do we even mean when we say
“fundraising?”



What is fundraising?

- What it is and isn't
- A lot of thanking
- A lot of project management
 - A lot of just being organized and following up
 - The ask is like 10% of fundraising
- Shift from thinking about “gotta go get money” to “working to support a mission I care about”



Whose job is it to fundraise?

- Data manager
- Direct care staff
- Leadership
- Finance/AP
- Board!



Different kinds of fundraising—not all is created equal!

- Events
- Grants
- Corporate giving
- Individual giving
- Capital campaigns//planned gifts//endowments



Starting in (how do we do this?)

- Develop relationships, genuine ones, before you NEED something
- Best to start with some kind of a plan rather than throwing things at the wall
- Stratify donors
- Consider your capacity!



Crafting strategy + messaging

- Think about what you need
 - Templates
 - TPs
 - Who is/isn't at your table
- Take it step by step
- Come from a place of strength
- Be true to you!
- Be specific and make it easy, actionable, achievable



Things to remember

- Remember that this is a two way street...people appreciate being asked to get involved!
- It may take a lot of reminding, so don't make assumptions
- Fundraising cannot operate in a vacuum



THANK YOUR DONORS!

- Create a donor acknowledgement plan
- This is the fun part!



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Other things to consider

- What if you are here because you need to clean up/rehab your development?
- Think outside the box
 - What funders are you not seeking
 - What collaborations are you not exploring
 - How are you defining yourself? How else can you define yourself?



Wrapping up

- Think about your goals
- There is no right or wrong
- Experts are liars
- Remember...
- It isn't about *you*
- Give yourself time and grace



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Questions?



Thank you!



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